



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

400 Seventh Street, S.W.
Washington, D.C. 20590

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Dear NHTSA Partners:

We are very pleased to share with you NHTSA's 2008 Integrated National Communications Plan.

While this document remains dynamic and will continue to change as new challenges and opportunities arise, we wanted to share this with you and our many other partners so you will know what our plans are and so we may coordinate our work more closely. This is important because clearly what we can do collectively is so much more powerful and effective than what any of us can do on our own.

This national plan is, of course, anchored by our major national "Click It or Ticket" enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns, but it also includes a year-round messaging strategy that again focuses heavily on leveraging the special media attention and public focus already surrounding key holidays and national events throughout the year. Our goal is to use these preexisting events to help keep our core social norming messages in front of our target audiences as often as possible even during relatively low enforcement periods.

In addition to the support materials offered for occupant protection and impaired driving prevention, NHTSA is also offering this year some new tools for your toolbox to help address rising crash, fatality and injury rates due to speeding, teen drivers, motorcycle crashes, pickup truck rollovers, etc.

All of these promotional tools and ideas are offered to help support and assist you in developing your own promotional programs and activities. It is our hope that you will review the themes and activities provided in this plan, and then tailor these ideas and resources to fit your own unique marketing situations, objectives and needs.

In addition to sharing this plan with you, we will also be offering you regular updates, support materials and helpful tips on-line for your timely retrieval and use in advance of each calendar event through www.TrafficSafetyMarketing.gov and our other campaign web sites.

We hope you will join us in adopting and promoting these important highway messages year-round because clearly when we work together, we can have a much greater impact and save many more lives on our highways.

Once you review this plan, please feel free to contact our team should you have any questions or need any additional information. Thank you in advance for your continued help and support.

Sincerely,

Susan Gorcowski
Associate Administrator
Office of Communications and Consumer Information
National Highway Traffic Safety Administration



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INTRODUCTION AND OVERVIEW

Defining the Challenge

Despite tremendous life-saving gains since the enactment of federal motor vehicle and highway safety legislation in the mid-1960s, the annual human, financial and emotional toll of traffic crashes in America remains tragically high.

Nearly 2.6 million people were injured and 42,642 people died in highway crashes across America during 2006. That's an average body count of more than 116 Americans each and every day – who did not have to die – or nearly one victim every 12 minutes.

In the U.S. today, traffic crashes remain the leading cause of injury deaths – and the eighth leading cause of death overall. And sadly, motor vehicle crashes remain the number one cause of death for Americans between the ages of 3 and 33.

Nearly **2.6 million** people
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Recent research also confirms that minorities are overrepresented in motor vehicle crashes. Motor vehicle crashes are among the leading cause of death for African-Americans through the age of 29. Among Hispanics, motor vehicle crashes are the leading cause of death for those ages 3 to 34.

More than half (55%) of passenger vehicle occupants killed last year in highway crashes were not buckled up at the time of the crash.

Just as alarming, one person every 40 minutes, or approximately 35 people every day, die in traffic crashes involving a drunk driver or motorcycle operator with a BAC of .08 or higher.

But progress has been made. Seat belt use in America rose to 82 percent in 2006. Since 2000, seat belt use in America has increased by 12 percentage points. NHTSA estimates that nearly 16,000 lives were saved just in 2005 by the use of seat belts. If ALL passenger vehicle occupants over age 4 wore seat belts an additional nearly 6,000 more lives could have been saved.

But after steady gains for years, nationally observed belt use numbers are not moving up as fast as needed, so clearly much more needs to be done to reach the 18 percent who are still not buckling up.

Pickup truck drivers and passengers, especially young males, are notorious for not buckling up. Observed belt use among pickup truck occupants dropped to 72 percent. The gap in belt use among all rural motorists has widened and now trails the national average by 4 percentage points. A recent study by the Federal Motor Carrier Safety Administration showed that only 54 percent of large truck and bus drivers buckle up. Belt use among teenagers and young adults (age 16 to 24), both males and females, also falls behind the national average.

Another alarming fact is that five children age 14 and younger were killed on average every day in motor vehicle crashes in the U.S. during 2006 – and traffic crashes remain the number-one cause of death for children of every age from 2 to 14.

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Yet, research shows child safety seats reduce fatal injury for infants in passenger cars by 71 percent – and for toddlers (1 to 4 years old) by 54 percent. In 2006, an estimated 425 children under the age of 5 were saved as a result of effective child restraint use.

When it comes to child passenger safety, the big challenge now is increasing booster seat use among kids ages 4 to 7. Children who have outgrown their child safety seats, but who are still under 4' 9", are safer sitting in booster seats. Yet, only 41% of all children in the United States who should be restrained in a booster seat are in them.

Also of concern, only slow progress is being made in reducing impaired driving fatalities. Between 2005 and 2006, the number of alcohol-related fatalities on our roadways remained essentially flat. That means we must get even more aggressive if we are to make any significant progress in this area.

That is one of the biggest reasons why a strong new national enforcement brand, *Drunk Driving. Over the Limit. Under Arrest.* was created and introduced during August in 2006 – and why NHTSA has introduced a second national enforcement crackdown supported by paid advertising during each December holiday season.

A new focus on teens drinking and driving is also needed. Sadly, nearly one-third (31%) of our youngest drivers (ages 20 and under) killed in motor vehicle crashes had been drinking and driving at the time of the fatal crash. And in 2006, 25% percent of those young drivers who were killed had a BAC of .08 or higher.

To make matters worse, of those young drivers (ages 15 to 20) who had been drinking and were killed in crashes, 77 percent were not wearing seat belts at the time of the crash.

Strong laws and enforcement are keys to saving lives, but so are our shared national, state and local communications efforts. Thousands of these crashes, and the fatal, financial and emotional impacts that result from them, could be prevented through an increase in the regular use of motor vehicle seat belts and a significant reduction in the number of impaired drivers on America's highways.

The Goal Is Clear – Saving Lives

Our overriding goal is clear: to reduce death and injury from crashes on our nation's highways.

To do that, we must increase the number of people regularly using seat belts and decrease the number of impaired drivers on our nation's highways.

In fact, if we are able to increase national seat belt use to 90 percent, an estimated additional 2,200 lives could be saved each year. It is estimated that for each 1 percent increase in the national seat belt use rate, we could annually save nearly 270 lives and over \$800 million in economic costs.

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Moreover, if we can continue to reduce the impaired driving rate by even a small percentage each year, we can save thousands more lives.

Therefore, our communication priorities are clear: to set in motion a series of public communication tactics and activities needed to significantly increase national seat belt use and to significantly reduce impaired driving in America.

The National Communications Plan

The following represents an integrated national communications plan in support of increased seat belt use, including child passenger safety, and the reduction of impaired driving for the calendar year 2008.

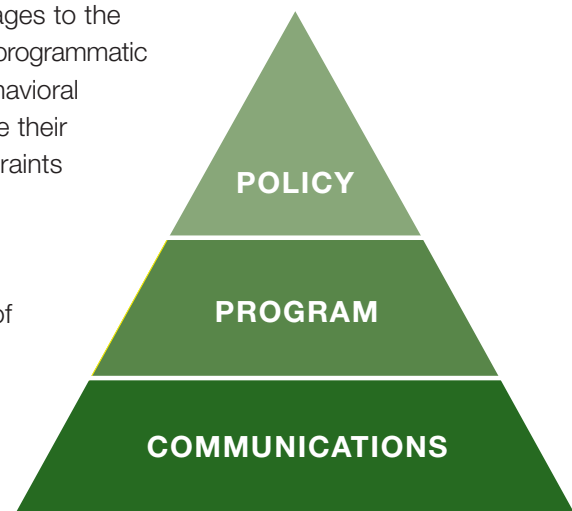
In addition, new tools are being added to the toolbox this year to help state and local partners address rising crash, injury and fatality rates due to speeding, teen drivers, increased motorcycle crashes, pickup truck rollovers, etc.

All of this is designed to help us reduce the number of lives being lost on our highways as we focus and achieve our national communication goals on these critical issues.

This plan's aim is not merely to communicate broad messages to the public, but to proactively support strong policies and sound programmatic efforts that encourage, create and achieve measurable behavioral change. Our aim is to encourage the public to regularly use their seat belts, put their children in appropriate child safety restraints and to stop driving while impaired.

Effective highway safety communications come from good data and smart and savvy programmatic strategies. And, of course, smart programs start with reasoned, sound policy.

After many years of trying numerous approaches to reach and persuade the public to change negative behaviors on the highways, we clearly know what works.



The combination of high visibility enforcement with an intense flurry of paid advertising and publicity about that enforcement creates the heightened awareness and actual behavioral change we need to save lives.

The intent of this plan, therefore, is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national "Click It or Ticket" mobilization and *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns).

In addition, a series of suggested bridging events and activities centered around key national holidays and events already in the public and media consciousness are included to help boost the year-round awareness and the impact of our core social norming messages.

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The plan that follows is built upon two separate programmatic tracks – impaired driving and occupant protection – with the addition of some new optional materials to help address speeding, teen drivers, motorcycle safety, etc.

But all are included in ONE integrated, year-round calendar of synergistic tactics and activities. We believe these tactics and activities will not only help expand our efforts, but will hopefully help unite our broad network of advocates, alliances and partnering organizations to amplify the collective national message.

Targeting the Right Audiences

This plan has been developed after a thorough review and analysis of the extensive existing research to help segment and target the key audiences.

By carefully segmenting the target audiences psychographically, as well as demographically, and then using multiple media, paid and unpaid, to deliver simple and direct messages over and over again, we can best gain the target audience's attention and hopefully create and sustain new behavioral change.

Our messages must convince the target audiences that there are sufficient benefits, or consequences, to outweigh their existing beliefs, habits and barriers that prevent behavioral change. That's why our messages must also track with and support good program and enforcement activities.

Our aim is to understand and respond to the targets' preexisting knowledge, beliefs, values, motivations, perceived constraint and willingness to hear, accept and process our campaign messages. We must also understand the preferred dissemination channels to best and most cost-effectively reach those targets.

Our messages **must** convince the target audiences that there are sufficient benefits, or consequences, to **outweigh** their existing beliefs, habits and barriers that prevent behavioral change.

To help guide our planning, numerous sources and reports have been used, including these:

Traffic Safety Facts reports and fact sheets published annually by NHTSA's National Center for Statistics and Analysis (NCSA). NCSA compiles, analyzes and reports comprehensive data regarding highway safety based on two primary sources: the Fatality Analysis Reporting System (FARS) and the National Automotive Sampling System – General Estimates System (NASS-GES). NCSA reports cover all aspects of highway safety, including impaired driving and occupant protection.

National Occupant Protection Use Survey (NOPUS), an annual observation study to measure seat belt use rates. Selected demographic variables are included in the analyses and reports. NOPUS is NHTSA's only probability-based survey that observes belt use on the road in the U.S. NOPUS is conducted by NCSA.

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Motor Vehicle Occupant Safety Survey (MVOSS), a biennial national telephone survey on occupant protection issues. MVOSS data are analyzed and reported according to a variety of demographic, behavior-based and attitude-based variables.

Prevention of Impaired Driving: Research and Recommendations, a report regarding impaired driving target audiences prepared in 2002 by Porter Novelli. This report covers the culmination of a multiphase research project that encompassed (1) a secondary research review of literature identifying high-risk impaired driving populations, (2) focus groups with professionals in the hospitality and related industries where alcohol is served/sold, (3) target audience profiling using data from Simmons National Consumer Survey of American Consumers and (4) analysis of FARS data.

PRIZM geo-demographic lifestyle segmentation system (from Claritas, Inc.). The proprietary PRIZM model segments the U.S. population into 62 distinct clusters based on combinations of geography (defined specifically as zip codes or census tracts), demographic variables, lifestyle preferences and product preferences. From a database that we provide (for example, zip codes where fatal crashes involving pickup truck drivers occurred), the PRIZM system segments the database into the 62 different geo-demographic lifestyle clusters. In addition to identifying the highest priority clusters for the overall database, each cluster's profile provides useful, actionable information about the lifestyle, media and product preferences of the people falling within it.

Numerous other NHTSA-sponsored research studies and reports have also been consulted and referenced.

Building Strong Brands

If we are to learn from professional big-brand corporate marketers, sticking with and continuously building strong brands like “Click It or Ticket” and *Drunk Driving. Over the Limit. Under Arrest.* as instantly recognizable national, state and local highway safety brands is critically important to our effectiveness in actually changing public behavior, for several reasons.

Marketing experts tell us that achieving and maintaining national brand status and instant brand recognition requires consistency in presentation and broad geographical coverage.

Our consistency on “Click It or Ticket,” for instance, has paid off by convincing more people to buckle up. That consistency has also helped build and sustain the new social norm of always buckling up, reinforcing and complimenting that appropriate behavior.

Broad geographical coverage makes that brand pervasive. In our highly mobile nation of movers and travelers, the more people see, hear and recognize the “Click It or Ticket” and *Drunk Driving. Over the Limit. Under Arrest.* brands – wherever they may be in America – the more powerful and meaningful the brands' status becomes.

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Unfortunately, “message discipline” is sometimes wrongly interpreted as saying the same line, every day, everywhere. But knowing when NOT to use a brand is just as important as using it consistently.

Obviously, we cannot promote a high-visibility enforcement crackdown every day, everywhere and be credible. Our law enforcement partners cannot be expected to sustain it. It is also too expensive to buy paid media year-round, and the news media typically will not cover the same story over and over again in consecutive media cycles.

Moreover, we also know that promoting an enforcement campaign without real enforcement is like Burger King not really letting their customers have their burgers “their way.” Eventually, the public will just stop buying it. Without real enforcement, the word will quickly get out that we are “crying wolf.”

Using an Enforcement and Social Norming Mix

A good approach to bridging the media gaps between national mobilizations and crackdowns is to launch an approximate mix of enforcement and social norming initiatives to extend our core highway safety messages. The goal is to create peaks and valleys in our communications program and to hit our highest peaks during our primary enforcement mobilizations and crackdowns, when we are deploying what we know works best in changing behavior: the combination of high-visibility enforcement with strong paid media and publicity about that enforcement.

Between these times, using other nationally recognized nonenforcement brands like “Buckle Up America. Every Trip. Every Time.,” *Buzzed Driving is Drunk Driving* and *Friends Don’t Let Friends Drive Drunk* provides an opportunity to extend our core safety messages while not oversaturating the use of our high-visibility enforcement messages.

Embracing social norming messages also allows us to look for marketing alliances with sports organizations and other corporations that already carry powerful brands important to our target audiences. Such organizations might not always be comfortable spending their resources to aggressively promote a strong enforcement message to our targets and their customers. A year-round mix of enforcement and social norming messages helps us avoid these conflicts by offering partnering organizations other options when teaming with us.

Overcoming Inherent Social Norming Challenges

Social norms are the accepted ways of thinking, feeling and behaving within a certain group. They serve as guides for peer behavior and help express group identity. Impacting or altering these social norms is not always easy and can be a slow process. That’s why social norming marketing programs have traditionally faced some serious hurdles:

1. Lack of funding for the marketing effort often results in a reliance on free PSAs (public service announcements) and media relations rather than targeted paid advertising. The success of these campaigns is left totally in the hands of the media. The result is campaigns in which the PSAs run in time periods with low audience ratings. The reach and frequency achieved against the target audience are not sufficient and the desirable awareness levels are therefore not obtained.

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2. There are often multiple organizations and coalitions sharing a common goal of changing target audience behavior in a certain way. Typically, the marketing communication programs of these programs are underfunded and uncoordinated. As a result, these organizations must rely on each other to help create awareness. Yet their communications programs are uncoordinated with one another and the overall marketing effort is non-cohesive.
3. Social norming campaigns are typically sponsored by government or nonprofit organizations that may have little marketing experience. The communications programs are intended to increase awareness among the public, and although some of these programs do succeed in achieving that goal, many fail to actually change behavior. Behavioral changes are achieved more readily when the emphasis is placed on marketing rather than communications. Marketing programs must be fully integrated. But due to lack of marketing expertise, many social norming communications programs fail to achieve the desired results.
4. Underfunding of marketing communications programs is common among most organizations that have social norming goals. Therefore, the communications programs are usually of short duration, as are the awareness levels achieved among the public. Quite often momentum is lost as soon as the campaign is over due to inability to deliver a year-round message. The target audience then reverts back to the behavior the communications effort was intended to change.

We want to overcome the aforementioned hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to increasing seat belt and child passenger safety seat use and reducing impaired driving fatalities. The strategies we've developed are based on a thorough study of the target audiences and how they think and act in their decisions relative to impaired driving and the use of seat belts and child passenger safety seats. These strategies, when fully implemented, will result in a year-round, fully integrated marketing program—one that is, hopefully, fully supported and embraced by our many national, state and local marketing partners.

We want to **overcome** hurdles by taking an even more comprehensive, integrated and aggressive marketing approach to **increasing seat belt and child passenger safety seat use** and **reducing impaired driving fatalities.**

Creating Real Behavioral Change

This plan recognizes the lessons we've learned from past experiences: integrated marketing communication campaigns that combine strong mass media paid advertising with strong enforcement and significant publicity about that enforcement work best in creating real behavioral change.

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As noted above, sustained behavioral change is very difficult to achieve through earned media, PSAs or advertising alone because the motoring public are being asked for just a short period of time to alter their behaviors – which may run counter to their habit or their perceptions of the threat level for not doing so.

Research has clearly shown that publicity without enforcement may run the risk of not being credible, but enforcement without publicity has too little reach or impact to truly alter behavior or create real social change.

New Tools for the Toolbox

To assist state and local partners with year-round planning and outreach, new tools and planner materials have and will continue to be created, introduced and posted on NHTSA's various campaign web sites throughout the year to help support such communications efforts as teen driving, motorcycle safety, belt use in pickup trucks, etc.

In some cases, specific dates on the National Communications Calendar have been identified for the suggested use or rollout of these materials, but in most cases, these new materials are being created to help state and local partners select and deploy them as needed for their own specific marketing plans and calendars.

Unifying the Partners

We hope that through the proactive release of this national plan, the planners and tool kits, many more of our national, state and local partners will join us in participating in this recommended year-round calendar of activities.

We have always collaborated through key alliances, coalitions and partnerships to amplify our national messages, expand our reach and boost the critically important face-to-face educational and interpersonal communication of our messages to create the kind of tangible social and peer pressure needed for real behavioral change.

This plan, through its integrated calendar of events, recommended activities and pre-designed series of themed event planners and support materials, will hopefully provide even more tangible marketing support for our many national, state and local partners as we collectively work to boost the regular use of seat belts and child passenger safety seats and decrease the number of impaired drivers on our roadways.

This plan, through its **integrated calendar of events**, recommended activities and pre-designed series of themed event planners and support materials, will hopefully provide even more **tangible marketing support**.

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National Outreach with Local Support

The intent of this national communications plan is to provide partners with the materials needed to generate a steady stream of earned media and promotional activities resulting in news coverage and public exposure across the nation to influence as many Americans as possible to always wear their seat belts and to never drive impaired.

By advancing this year-round communications program, we also hope to assist and create added momentum and coverage for the earned media programs and activities being deployed by state and local partners seeking these same programmatic objectives.

In addition, we intend to make available to our partners, through **www.TrafficSafetyMarketing.gov**, as well as **www.StopImpairedDriving.com** and **www.NHTSA.gov**, more helpful marketing tips, as well as materials and information centered around the calendar events selected for special emphasis in this plan. Some specifics related to these earned media and marketing planners are identified and outlined in the Impaired Driving and Occupant Protection sections that follow.

NHTSA will also offer our partners culturally appropriate resources and materials to help reach out to African-Americans and newly arrived Latinos who may not be reached with sufficient frequency through the general media to counter their relatively high impaired driving and low seat belt usage rates.

In addition to the marketing materials centered around the major mobilizations, crackdowns and bridging events, NHTSA has also added new optional advertising, collateral and earned media materials in support of issues such as speeding, teen drivers, motorcycles, etc., to assist state and local partners with their communications planning and marketing activities.

And when needed, NHTSA is also prepared to offer technical advice and support to our partners on these many important outreach efforts.

Strategic Summary

In summary, we have utilized the following guiding principles and strategic objectives in forming this national plan:

1. Always begin highway safety communications with strong, clear policies and programs.
2. Through aggressive enforcement activities, paid media advertising and earned media publicity, continue to push for high levels of public awareness and real behavioral change during the “Click It or Ticket” national enforcement mobilization and the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement impaired-driving-prevention crackdowns.
3. Use research to further define the target audience and their perceptions on impaired driving and seat belt use.
4. Build awareness between national mobilizations and throughout the year with a series of calendar-specific marketing events supported by earned media relations and aggressive grassroots marketing programs to reach these target audiences.

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5. Provide state and coalition partners with this national plan, additional research information, more calendar-driven planners and new year-round campaign activities and marketing tools to help them develop more communications activities coordinated with our national marketing program.
6. Continue to introduce new optional communications support materials on speeding, teen driving, motorcycles, etc., to assist state and local partners with their communications planning and marketing activities on these and other important issues.
7. Continue the use of **www.TrafficSafetyMarketing.gov** and the other communications campaign web sites to increase the timeliness, helpfulness and utilization of our recommended messages and materials by our many national, regional and local partners.
8. Explore guerrilla marketing opportunities with corporate partners to provide significant new promotional support for seat belt and impaired driving initiatives and to better reach the often-tough-to-reach male, ages 16 to 34, target audiences.

Staying Focused and Coordinated

After significant review, discussion and refinement, this national communications plan is intended to guide and keep us focused on our activities in support of our existing major mobilizations and crackdowns, on major coalition and partnership initiatives and on a new year-round calendar of national communication tactics and bridging activities.

We also hope this plan will help our many highway safety partners simultaneously and synergistically focus with us around these events and around the ongoing series of simple, direct and consistent national messages we believe will help us best reach and motivate our target audiences.

If successful in mobilizing such a well-planned, coordinated national communications approach, we are confident we can achieve even greater success in creating real measurable change across America in reducing impaired driving and increasing the regular use of seat belts and child passenger safety seats.

IMPAIRED DRIVING

Overview

Despite the tireless efforts of thousands of safety advocates and law enforcement officials, more than 17,600 citizens lost their lives in alcohol-related traffic crashes during 2006—representing nearly 39 percent of all traffic fatalities in the U.S. last year.

More than 13,000 of those fatalities in 2006 involved a driver or motorcycle operator with an illegal blood alcohol concentration (BAC) level of .08 or higher.

In addition, an estimated 278,000 persons were injured in crashes during 2006 where police reports indicate alcohol was present. That means one American is injured approximately every two minutes in an alcohol-related crash somewhere in the nation.

More than **17,600** citizens lost their lives in alcohol-related traffic crashes during 2006. In addition, an estimated **278,000** persons were injured in crashes.

After declining in the 1980s and early 1990s, the number of alcohol-related fatalities on the nation's highways each year remained essentially the same for a decade, and after slight decreases during the previous two years, the number essentially remained flat during 2006.

Clearly much more work must be done:

- Impaired driving is still one of America's most often-committed and deadliest crimes. According to the FBI's Uniform Crime Report, more than 1.46 million people nationwide were arrested in 2006 for driving under the influence;
- The highest percentage of drivers in fatal crashes with BAC levels of .08 or higher was among drivers 21 to 34 years old;
- NHTSA's data also show that motorcycle operators have the highest incidence of drunk-driving related fatal crashes. In 2006, motorcycle operators accounted for 27 percent of all fatal crashes involving BAC levels of .08 percent and higher. (Impaired drivers of passenger cars and light trucks accounted for 23 percent and 24 percent, respectively, in comparison.)
- The rate of alcohol involvement in fatal crashes is more than three times higher at night than during the day (60 percent vs. 18 percent). For all crashes, fatal and nonfatal, the alcohol involvement rate is five times higher at night;
- Weekends are particularly dangerous. In 2006, 30 percent of all fatal crashes during the week were alcohol-related, compared to 58 percent on the weekend.

Alcohol-related fatalities as a percentage of all traffic fatalities jump dramatically during national holidays and celebrations. New Year's Eve, Memorial Day, Labor Day, Christmas, St. Patrick's Day, Super Bowl Sunday, Halloween and Thanksgiving weekend are all very deadly times of the year due to impaired drivers.

That is why this plan, in addition to promoting the two strong national *Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns, features several other important social norming opportunities around strategically important dates on the calendar.

This plan is intended to provide strong strategic communications support for a multipronged strategic approach being deployed to combat impaired driving. An aggressive communications program is but one leg of a four-legged stool that also includes highly visible enforcement; screening, intervention and treatment; and prosecution and adjudication.

Strategic Summary

During 2006, the National Highway Traffic Safety Administration developed, tested and introduced a strong new national enforcement campaign brand: *Drunk Driving. Over the Limit. Under Arrest.* to combat impaired driving.

The new campaign theme replaces *You Drink & Drive. You Lose.*, which NHTSA and state and local partners across the nation have been using in support of enforcement activities since 1999.

National paid advertising featuring ***Drunk Driving. Over the Limit. Under Arrest.*** will again be featured twice during 2008 to support the national enforcement crackdowns.

National paid advertising featuring *Drunk Driving. Over the Limit. Under Arrest.* will again be featured twice during 2008 to support the national enforcement crackdowns during August/September 2008 and again during December 2008.

Throughout 2008, we will also implement an impaired-driving-prevention marketing program with a series of year-round calendar-driven marketing opportunities to help support our social norming messages.

Understanding the Target Audiences

Primary Audience During the Enforcement Crackdown

During the new high visibility national enforcement crackdown, the primary target audience will continue to be men ages 21 to 34. Assessments of past crackdown efforts have shown that targeting this high-risk demographic group for paid-media buys during enforcement campaigns resulted in favorable outcomes.

Target Audiences During Non-Crackdown Periods

While the national enforcement crackdown serves as the cornerstone for our communications efforts, most of the year there is no national enforcement blitz or national advertising effort underway. During these periods we will address other subsegment targets. These segments are based on extensive research by Porter Novelli. Four segments will be primary, two will be secondary, and one tertiary.

A brief description or profile of each of these target groups is outlined below to help us better understand who they are, how to reach them and some preferred ways to help motivate them.

IMPAIRED DRIVING

PRIMARY SEGMENT #1 "RISK TAKERS"	PRIMARY SEGMENT #2 "BLUE COLLARS"	PRIMARY SEGMENT #3 "COLLEGE STUDENTS"	PRIMARY SEGMENT #4 "HIGH SCHOOL STUDENTS"
<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 18-29, single, without children 	<p>Demographics</p> <ul style="list-style-type: none"> Men, ages 25-35, low disposable income, low level of education, blue-collar occupations 	<p>Demographics</p> <ul style="list-style-type: none"> Men and women (male skew), ages 18-22, living in apartments or other rental housing (typically sharing living arrangements with other students) <p>Special considerations for Hispanic subsegment:</p> <ul style="list-style-type: none"> Men, ages 18-34, living in rooms or apartments, often with extended family members or friends 	<p>Demographics</p> <ul style="list-style-type: none"> Adolescents (male skew), ages 16-18, still living with parents, wide range of household income levels
<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to unwind and/or relax Drinking is perceived as a rite of passage Feel invincible Career-driven/success-driven workaholics Highly competitive Won't acknowledge limitations Considerable job-related travel <p>Additional considerations for Hispanic subsegment:</p> <ul style="list-style-type: none"> Cavalier attitudes about drinking/driving risks High levels of socialization with those at home and work (many are in the U.S. without families) 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Feel "stuck" in life due to limited financial resources or opportunities to improve their jobs, lifestyles or financial status Lives marked by "routines" which, during leisure periods, include frequenting the same places and regularly being with the same group of people Drinking is part of routines that offer "escape" 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers Drinking perceived as a rite of passage "Experimenting" - trying new things Feel invincible Competitive and success-oriented Won't acknowledge their limitations Don't think of long-term consequences of actions 	<p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> Drink to socially conform with peers and/or to get attention Drinking perceived as a rite of passage "Experimenting" and interested in finding out what extreme behaviors they can get away with Feel invincible Won't acknowledge their limitations (possibly not even aware of their limitations) Don't think of long-term consequences of actions
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Sports, music and pop culture dominate their interests Internet-savvy Read magazines like Sports Illustrated, Maxim, Rolling Stone, Car & Driver and Hot Rod Watch TV programs on cable networks like HBO, ESPN, MTV and Comedy Central 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Negligible use of Internet Read magazines like Sports Illustrated, Hot Rod, Field & Stream, North American Hunter and Guns 'n' Ammo Watch TV programs on cable networks like ESPN, TNN, ESPN2, Country Music Television and Speedvision 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV (especially men) "Elusiveness" and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers) 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> Music and pop culture dominate interests Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment Don't watch a lot of TV "Elusiveness" and diverse range of interests make them difficult to reach through conventional media (i.e., TV, radio, magazines and newspapers)
<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's cowardly, irresponsible and/or immature It's a threat to your career and financial success/future Risk through impaired driving is a negative (not a positive) <p>Additional considerations for Hispanic subsegment:</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket, losing his license, going to jail or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> It's a threat to your family and/or way of life It's a threat to your employment It's a threat to your vehicle – costly repairs, increased insurance rates You'll be identified socially in undesirable ways <p>Additional considerations for Hispanic subsegment:</p> <ul style="list-style-type: none"> Threat of being stopped by police and getting a ticket, losing his license, going to jail or being deported Threat of life-altering and/or job-ending injuries if in a crash Threat of financial, mental and physical burdens on family due to injury, jail time and/or job-loss 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your career and financial success and future It results in legal hassles, even jail time It can be costly – car repairs, increased insurance rates It creates an "uncool" social stigma 	<p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> Facts It's cowardly, irresponsible and/or immature It's a threat to your acceptance to college and/or future success It results in legal hassles, even jail time It creates an "uncool" social stigma

IMPAIRED DRIVING

SECONDARY SEGMENT #1 "SOCIAL CONFORMISTS"	SECONDARY SEGMENT #2 "TYPE A's"	TERTIARY SEGMENT "NEWLY ARRIVED LATINO IMMIGRANTS"
<p>Demographics</p> <ul style="list-style-type: none"> • Women, ages 21-25, in college or starting in their first professional positions <p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> • Having fun and trying new things • Have active social lives, which include frequent drinking • Insecure among peer groups • Appearance-conscious • Easily swayed by others, especially people perceived as successful <p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Music and pop culture dominate their interests • Internet-savvy. The Internet is a major source for news, information and forms of interactive entertainment • Don't watch a lot of TV. When they do, it's usually entertainment and music-oriented programming • Read magazines such as Glamour, Mademoiselle, Cosmopolitan and Vogue <p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> • Facts • Empowerment; "make your own choices" • Legal and moral accountability • It's a threat to your career and financial success/future 	<p>Demographics</p> <ul style="list-style-type: none"> • Men, ages 35-59, high income, established in professional/managerial/high-level white collar jobs <p>Lifestyle and social characteristics that lead to problem behavior</p> <ul style="list-style-type: none"> • Career-driven workaholics • Highly competitive • Won't acknowledge limitations • Feel infallible • Driving is part of their work routines. In addition to daily commuting, they do a lot of job-related travel • Grew up prior to major advocacy and education efforts by MADD and SADD <p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Internet-savvy • Read magazines like Sports Illustrated, Time, Newsweek and Consumer Reports • Watch TV programs on cable networks like ESPN, CNN, MSNBC and The Discovery Channel • Frequent newspaper readers, especially for news, sports and financial information <p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> • It's a threat to your family life and overall lifestyle • It's a threat to your career and financial success • It's a threat to your reputation – the person you've worked hard to become 	<p>Demographics</p> <ul style="list-style-type: none"> • Men, ages 18-34, speak Spanish primarily, unaware of impaired driving laws and BAC levels <p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Use mostly Spanish-language media (including TV and radio) • Latin music aficionados; enjoy listening to live music and dancing at clubs and bars • Negligible Internet use <p>What we should say or show about impaired driving that would change behavior</p> <ul style="list-style-type: none"> • Facts • Impact of injury and/or arrest on your family • Legal accountability (including threat of jail time) • Authority of government/police

The National Enforcement Crackdown

The cornerstones of our national communications program are the *Drunk Driving. Over the Limit. Under Arrest.* national enforcement crackdowns that include paid national advertising and national earned media activities to support these events.

<i>Drunk Driving. Over the Limit. Under Arrest.</i>	
August/Labor Day	Holiday Season
Advertising Paid Media: 8/13-31	Advertising Paid Media: 12/13 – 31
Earned Media Period: 8/4 – 9/7	Earned Media Period: 12/10 – 31
Enforcement Period: 8/15 – 9/1	Enforcement Period: TBD

While other specific launch details for the 2008 crackdowns have not been determined, it will closely follow the model established by the 2007 crackdowns.

A summary of the 2007 Impaired Driving National Paid Advertising Plan used to support the August/Labor Day crackdown is included in the Appendix of this plan under Exhibit 1, page 40. The primary target audience for the 2007 campaign was men ages 21 to 34. Assessments of past crackdowns have shown that targeting this high-risk demographic has resulted in favorable outcomes.

Although a subsegment of this group, Hispanic men, has been identified as a tertiary group for non-crackdown periods, Hispanic men (also in the 21-34 age group) rise to an important secondary target audience during the high-visibility enforcement crackdowns, in the national media buy.

Should for any reason federal funding not become available to pay for the paid advertising portion of these national enforcement crackdowns, then the earned media components described in this plan will become even more important. Highly visible kickoff events to showcase law enforcement's commitment and leadership will be critical in carrying the crackdown message to the target audience. An aggressive program of other national earned media activities, such as development and distribution of national video soundbites and B-Roll release, and an aggressive program of strategic broadcast appearances, interviews and satellite media tours with national television and radio will also be implemented.

IMPAIRED DRIVING

Bridging the Crackdowns

Interspersed around the crackdown will be a series of calendar-driven marketing events that will promote our core messages year-round.

These marketing events, which are outlined in more detail beginning on page 18, are paired with one of NHTSA's three distinct message platforms. Listed below are those messages, along with a brief rationale behind their use.

Core Campaign Messages

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during crackdowns. Supports creative elements that communicate "the real costs" of driving impaired and all you stand to lose: your license, your freedom, even your life. If used without a strong law enforcement push, the message could become diluted.	Males, ages 21-34	<i>Drunk Driving. Over the Limit. Under Arrest.</i>
Youth	Used to communicate anti-DUI messages to younger audiences. Primary intent is to communicate that underage drinking is illegal and getting a DUI is something that affects the rest of your life.	High school and college students, ages 16-20	To be determined
Social Norming	An intervention message, asking friends to be aware of each other's actions and be a true friend and get designated drivers for each other. Supported by a variety of partners that don't support enforcement messaging.	Males, ages 21-34 and high school and college students, ages 16-22	<i>Friends Don't Let Friends Drive Drunk. Designate a Sober Driver.</i> <i>Buzzed Driving is Drunk Driving. Designate a Sober Driver.</i>

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events should also be considered. These promotional partnerships will be announced in the planners as appropriate.

Buzzed Driving is Drunk Driving.

In late 2005, NHTSA teamed with The Advertising Council to launch a new national PSA series called *Buzzed Driving is Drunk Driving*.

This new campaign primarily targets men, ages 21-34, who drink and drive yet do not think of themselves as “drunk drivers” or consider themselves to be true hazards on the roadways.

Recognizing that “buzzed” is the drinking-level descriptor of choice among this target, rather than “drunk,” which is often viewed as being clearly “out of control” or “obviously impaired,” NHTSA and the Ad Council hope to get more young men and others talking about and recognizing the real dangers of “buzzed” driving — with the ultimate goal of getting more people to stop driving while “buzzed.”

A Schedule of Year-Round Marketing Activities to Counter Impaired Driving

To reach out to and remain in regular, recurring contact with targeted high-risk populations for impaired driving, a variety of specific, year-round event initiatives with potential activities, alliances and planner materials is outlined on the following pages.

These promotional ideas are offered only to assist state and local partners in developing their own unique promotional programs and activities. We hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on **www.StopImpairedDriving.org** and on **www.TrafficSafetyMarketing.gov**, and then tailor these ideas and resources to fit their own unique marketing objectives, situations and needs.

For instance, there may be some cases where a “nonenforcement” theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community plans to conduct a high visibility law enforcement blitz as part of the event, then clearly *Drunk Driving. Over the Limit. Under Arrest.* should be incorporated instead.

IMPAIRED DRIVING

January 2008

Calendar Event

Super Bowl Sunday

Primary Purpose

To remind all Super Bowl partygoers and football fans during the season of the dangers of impaired driving and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

January 28 – February 3, 2008

Message of Emphasis

*Fans Don't Let Fans Drive Drunk.
Designate a Sober Driver.*

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Fans Don't Let Fans Drive Drunk.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA

IMPAIRED DRIVING

March 2008

Calendar Event

St. Patrick's Day

Primary Purpose

To remind all St. Patrick's Day revelers of the dangers of impaired driving, and to promote the use of designated drivers and safe/sober ride options.

Window of Opportunity

March 10-17, 2008

Message of Emphasis

Buzzed Driving is Drunk Driving.

Primary Audience

Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Buzzed Driving is Drunk Driving. Designate Your Sober Driver Before the Parties Begin.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA

IMPAIRED DRIVING

June/July 2008

Calendar Event

Fourth of July/Independence Day

Primary Purpose

To support enforcement activities around July 4th and to promote the use of designated drivers.

Window of Opportunity

June 22 – July 6, 2008

Messages of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- Motorcycle Operators

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving. Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- Art for guerrilla marketing, e.g., indoor restroom boards
- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays
- Movie screen art

Customizable press materials for:

- Suggested talking points and basic fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA

August/September 2008

Calendar Event

Impaired Driving National Enforcement Crackdown

Primary Purpose

To deter impaired driving by generating maximum exposure for national enforcement crackdown.

Window of Opportunity

August 13 – September 1, 2008

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- Motorcycle Operators

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Event Theme

Drunk Driving. Over the Limit. Under Arrest.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template endorsing crackdown
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA

October 2008

Calendar Event

Halloween

Primary Purpose

To leverage the burst of holiday hype surrounding Halloween to offer a real reminder of the risk of death, disfigurement or disability that can come from impaired driving.

Window of Opportunity

October 24-31, 2008

Message of Emphasis

Buzzed Driving is Drunk Driving. Designate a Sober Driver.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audience

Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Don't Let Halloween Turn Into a Nightmare.
Buzzed Driving is Drunk Driving.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA

November/December 2008

Calendar Event

Holiday Season/New Year's Eve

Primary Purpose

To support enforcement activities and to remind all holiday partygoers of the dangers of driving impaired.

Window of Opportunity

November 30 - December 31, 2008

Message of Emphasis

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving.

Primary Audiences

- Men, ages 21 to 34 (with emphasis on Risk Takers and Blue Collars)
- College Students (male and female with male skew, ages 18 to 22)

Secondary Audiences

- Men, ages 35 to 59, higher income, professional/managerial
- Young Women, ages 21 to 25, just finishing college or starting first jobs

Potential Theme

Drunk Driving. Over the Limit. Under Arrest.

Buzzed Driving is Drunk Driving – Designate a Sober Driver.

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports arenas
- Art for movie preview screens

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template
- Sample print PSA
- 3D Month Proclamation template

OCCUPANT PROTECTION

Overview

Seat belt use clearly saves lives and prevents injuries. The good news is seat belt use in America has reached 82 percent. In fact, since 2000, seat belt use in America has increased by 12 percentage points, which translates to over 2,000 more lives saved each year. The bad news is after several years of steady gains, seat belt the past few years has essentially remained flat.

Observational research (NOPUS, 2007) clearly indicates that nearly one in five U.S. motorists still choose not to wear their belts, so much more must clearly be done to reach them if we are going to make any further progress.

Pickup truck drivers, especially young pickup truck drivers, are notorious for not buckling up. Only 72 percent of pickup truck drivers are buckling up. A recent study by the Federal Motor Carrier Safety Administration also showed that only 48 percent of large truck and bus drivers buckle up. Belt use among teenagers and young people (ages 16-24) falls behind the national average by three percentage points. More alarming, teen belt use in the South lags behind the national average by an astonishing 22 percent.

Our observational research (NOPUS, 2007) clearly indicates that nearly **one in five** U.S. motorists still choose **not to wear their belts**, so much more must clearly be done to reach them if we are going to make any further progress.

The fatality numbers bear this out.

Fifty-five percent of those killed in highway crashes each year are not wearing their seat belts. The percentages are even higher for teenage victims (63%) and young adults (68%). In 2006, 68 and 71 percent of pickup trunk passengers in fatal crashes were unrestrained (compared to 48 percent of drivers in passenger cars).

Nighttime seat belt use is also a huge problem. In 2005, almost two thirds (59%) of all passenger vehicle occupants killed at night were unrestrained – compared to 46% during the day.

This is why our work is so important. If we are able to increase national seat belt use to 90 percent, an estimated 2,200 additional lives could be saved each year.

In fact, it is estimated that for each 1 percent increase in the national seat belt use rate, we could annually save nearly 270 lives, and over \$800 million in economic costs.

Child Passenger Safety

Just as importantly, there is still much work to do in ensuring the safety of America's children in our motor vehicles. Motor vehicle crashes are the leading cause of death for children of every age from 2 to 14. Every day in the United States during 2006, an average number of five children ages 14 and younger were killed and 568 were injured in motor vehicle crashes.

OCCUPANT PROTECTION



Although 98 percent of infants and 89 percent of children ages 1 to 3 observed were riding restrained in child safety seats, just 78 percent of kids ages 4 to 7 – who should be riding in booster seats – were restrained last year (NOPUS, 2006).

Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars.

But too many parents are under the false impression that children who have outgrown child safety seats can move right into seat belts. Nothing is further from the truth. Seat belts, which are designed to fit adults, will not fully restrain a child in a crash.

One study showed that children ages 2 to 5 who are moved from child safety seats to seat belts too early are four times more likely to sustain a serious head injury than those restrained in booster seats.

So the message is simple: “If they’re under 4’9”, they need a booster seat.”

For maximum child passenger safety, parents and caregivers need to be reminded to always follow the “4 Steps for Kids:”

1. Use rear-facing infant seats in the back seat from birth to at least 1 year of age and until they weigh at least 20 pounds;
2. Use forward-facing toddler seats in the back seat from age 1 and 20 pounds to about age 4 and 40 pounds;
3. Use booster seats in the back seat from about age 4 to at least age 8 – or until the child is 4’9” tall.
4. Use seat belts at age 8 and older or taller than 4’9”. All children age 12 and under should ride in the back seat.

Continual communication with the target audience is necessary due to a perpetual supply of new parents responsible for protecting child passengers. Further, such communication continuity is needed because of ongoing upgrades and design changes to child-restraint-system models (such as LATCH systems) and changes to occupant-protection laws in states.

Strategic Summary

During 2008, we will implement a marketing program to deliver a year-round series of important occupant protection messages.

The cornerstone of the program is the national “Click It or Ticket” enforcement mobilization during the August/Memorial Day period, supported by paid national media advertising and national earned media activities.

Interspersed around the mobilization will be other calendar-driven marketing events that will promote our core occupant protection messages year-round.

2008 National Mobilization “Click It or Ticket”

Earned Media Period: 5/8 – 6/4

Advertising Paid Media: 5/15 – 5/28

Enforcement Period: 5/22 – 6/4

OCCUPANT PROTECTION

Understanding the Target Audiences

Primary Audience During the Enforcement Mobilization

During the “Click It or Ticket” enforcement mobilization, the primary target audience for paid-media buys will continue to be men ages 18 to 34, which includes those who typically don’t wear seat belts, as well as part-time users. Assessment of past mobilization efforts has shown that targeting this demographic group for paid media buys resulted in favorable outcomes.

Target Audiences During Non-Mobilization Periods

Several additional audiences have been identified and will be targeted with specific outreach activities during the rest of the year. These include:

Segment #1: 18- 34-year-old rural males who drive pickup trucks

Segment #2: Teens

Segment #3: Tweens

Segment #4: Hispanics

Segment #5: African-Americans

A brief profile follows on each of these to help us better understand who they are, how to reach them and preferred approaches in motivating them.

Child Safety Seats

In addition, two other target audiences have been identified for our marketing efforts geared specifically toward increasing the regular and proper use of child safety and booster seats.

Segment #1: Parents and grandparents of infants and toddlers.

Segment #2: Parents and grandparents of children old/large enough for booster seats.

A brief profile and description of each of these two target audiences also follows.

OCCUPANT PROTECTION

SEGMENT #1 18- 34-YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS					SEGMENT #2 TEENS	SEGMENT #3 TWEENS	SEGMENT #4 HISPANICS	SEGMENT #5 AFRICAN-AMERICANS
Demographics <ul style="list-style-type: none"> Men, ages 18-34; live in rural areas; drive pickup trucks; generally mid-scale or lower household incomes and affluence; married with children; work in agricultural, industrial, mining, construction and other types of generally blue-collar occupations 					Demographics <ul style="list-style-type: none"> Teenage drivers, ages 16-20 	Demographics <ul style="list-style-type: none"> Boys and girls ages 8 to 12 who, due to age and/or size, no longer are required to sit in child safety seats or booster seats 	Demographics <ul style="list-style-type: none"> First-generation Hispanics; especially males; live primarily in urban areas; states with the predominant share of the Hispanic population: California, Florida, New York, Texas 	Demographics <ul style="list-style-type: none"> African-American adults, with emphasis on men ages 18-34
Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Compared to non-pickup-truck drivers, more likely to not wear belts because they "don't like being told what to do." May consider belts as an abridgement of their sense of freedom Compared to non-pickup-truck drivers, they cite more reasons (i.e., excuses) for not wearing belts Generally engage in riskier behaviors, compared to most other adults Other factors that likely lead to nonuse or only occasional use of belts: <ul style="list-style-type: none"> Sense of invincibility Less chance of being ticketed (especially in rural areas) Physical size of truck leads to belief that it's safe Not in habit of wearing belt 					Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> The "most important reason" for nonuse of belts is "I forgot to put it on"; the second and third ranked reasons (respectively) are "I'm driving only a short distance" and "The belt is uncomfortable." Compared to older drivers, they cite more reasons (i.e., excuses) for not wearing belts Males, in particular, generally engage in riskier behaviors, compared to most other adults Significantly more likely than older drivers to agree with these statements: <ul style="list-style-type: none"> "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." 	Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Safety belts are uncomfortable If parents don't always wear their safety belts, their children also are less likely to wear belts Self-conscious about wearing belt if other passengers (especially peers) aren't using belts Safety belts aren't "cool" Belief that restraint is not necessary for "short trips" Forgetfulness (on the part of the driver and/or the tween passenger) If tween passenger is in the back seat, perception that belts aren't really necessary in the back seat (i.e., no threat of windshield or dashboard injury) 	Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Unfamiliar with safety belt laws More likely than non-Hispanics to not use belts because of belief that "probability of being in a crash is too low" Significantly more likely than non-Hispanic drivers to agree with these statements: <ul style="list-style-type: none"> "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the attitude statements of the African-American segment) Some indication that Hispanic men perceive belts as "not macho" and that wearing belts make them look paranoid For some, the safety belts in their vehicles are damaged and inoperable 	Lifestyle and social characteristics that lead to problem behavior <ul style="list-style-type: none"> Some consider that buckling a safety belt is a statement of no confidence in the driver's abilities, whether the driver is oneself or another Significantly more likely than white drivers to agree with these statements: <ul style="list-style-type: none"> "Seat belts are just as likely to harm you as help you." "Putting on a seat belt makes me worry more about being in a crash." "A crash close to home is usually not as serious as a crash farther away." "I would feel self-conscious around my friends if I wore my seat belt and they did not." "If it's your time to die, you'll die, so it doesn't matter whether you wear your seat belt." (Comment: These mirror the attitude statements of the Hispanic segment) Some indication that young men perceive belts as "not cool" among their peers Generally, African-Americans have many of the same reasons for nonuse as the general population, including driving only a short distance, forgetfulness, discomfort and concern about wrinkling clothes.

OCCUPANT PROTECTION

SEGMENT #1 18- 34-YEAR-OLD MALES WHO DRIVE PICKUP TRUCKS	SEGMENT #2 TEENS	SEGMENT #3 TWEENS	SEGMENT #4 HISPANICS	SEGMENT #5 AFRICAN-AMERICANS
<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Television is the primary medium for entertainment, news and other information • Frequent use of the Internet (also for entertainment and information), particularly among wealthier and/or more highly educated subsegments • Enjoy watching major sports and NASCAR • Enjoy participating in outdoor sports and recreational activities, such as hunting and fishing • Computer game and video game enthusiasts 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Television is the primary medium for entertainment, news and other information • Frequent use of the Internet (also for entertainment and information) • View themselves as part of the MTV generation; not likely to be offended by messages that are offbeat, daring or politically incorrect • Computer game and video game enthusiasts • Comfortable with and skilled at using advanced telecommunications technology 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Depending on age, TV viewership ranges from Cartoon Network to MTV and VH1. Also attracted to comedy-type shows, as well as cable TV's Comedy Central. • Music enthusiasts, with a repertoire of music preferences that includes rock, urban, Hispanic, contemporary hits and alternative. • Computer game and video game enthusiasts • Parents highly involved in the child's activities, ranging from youth sports to performing arts 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • TV networks with highest ratings of Hispanic viewers: Univision and Telemundo • Televised sports of high interest: Major League baseball, NBA basketball, college football, and professional soccer, especially the World Cup • Frequent radio listeners; top formats are news/talk, adult contemporary and contemporary hit radio 	<p>Selected media and lifestyle preferences</p> <ul style="list-style-type: none"> • Avid fans of televised professional and college basketball and football. Also watch professional wrestling and boxing. • Enjoy music (particularly urban, rap and R&B styles) offered via radio, CDs, downloads and live concerts • Although not motorsports fans, high interest in enhancing their own vehicles (including motorcycles)
<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> • Expense of paying a fine • Hassles and costs related to being injured in a crash • Possibility of job loss (and therefore, his and family's primary source of income) due to injury in an accident; "wear it for your family" • Facts (especially those reflecting high numbers of fatalities and injuries among this demographic group) • Connote belt use as a smart thing to do, rather than something that's required 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> • Threat of having to pay a fine • Threat of crash/injury caused by "the other driver" • Reward or incentive program for wearing belts • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims • Possibility of loss of job skills or educational advancement, due to injury in a crash • Among males, particularly: graphic messages and images that stimulate higher perceived risk and anxiety 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> • Threat of injury that will interrupt participation in sports, music, dance, and various other quality-of-life activities • School-based information/education programs and literature (for both children and parents) • Reward or incentive program for wearing belts • Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims • Leverage parents' longings and drives to "do the right thing," to be "good/smart parents," and to be protectors of their children 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> • Threat of being stopped by police and getting a ticket • Threat of sustaining life-altering or job-ending injuries • Threat of financial, mental and physical burden on family • Educational/informational based programs implemented via faith-based organizations • Use Spanish in all communication vehicles; include relevant Spanish images • Present real stories of how safety belts saved Hispanic drivers/passengers from injuries • "Be a safe driver for your family and friends" • "Set an example for your family and friends" 	<p>What we should say or show about part-time belt usage that resonates with them</p> <ul style="list-style-type: none"> • Reminder messages that "it's the law." Also, implication of threat of being stopped by police and getting a ticket • Emphasis on the unpreventable and unpredictable risks involved when drivers don't buckle up • Educational/informational based programs implemented via faith-based organizations, community religious leaders, local health and medical providers and schools; no one of these single sources is universally trusted, so parallel messages with different messengers may be warranted • Use culturally relevant themes, images, and media vehicles. Including people in the messages is important. • If enforcement is portrayed, use African-American officers so as to not reinforce concerns about racial profiling

OCCUPANT PROTECTION

CHILD SAFETY SEATS SEGMENT #1- PARENTS AND GRANDPARENTS OF INFANTS AND TODDLERS

Demographics

- Adults ages 18 to 34 (parents) and 50+ (grandparents); drivers for children birth to age 4; emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Seat misuse. Although the vast majority of parents and grandparents are using child safety seats (and think they are being used properly), many of the seats are being used incorrectly, for example:
 - Positioned in front seat
 - Facing the wrong direction
 - Loose and/or poorly attached straps
 - Damaged straps, seat shells and other parts
 - Retainer clip misuse
- In a hurry and/or dealing with inclement weather; don't take time to properly adjust straps, etc.
- Economic constraints
- If several passengers in vehicle, space for seat may be limited
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Among parents of toddlers, perception that a regular safety belt is sufficient

Selected media and lifestyle preferences

- Highly attentive to information, topics, how-to's and tips on raising children

What we should say or show about safety seat nonuse that would change behavior

For parents/grandparents/adult drivers:

- Appeal to parents'/grandparents' desires to do whatever is best for the child's well-being and safety
- Present proper use of safety seats as a serious, life-or-death matter
- Explain how misuse of a safety seat can be as dangerous as nonuse
- Provide facts about the types and numbers of injuries associated with nonuse and misuse

CHILD SAFETY SEATS SEGMENT #2 – PARENTS AND GRANDPARENTS OF CHILDREN NEEDING BOOSTER SEATS

Demographics

- Adults ages 25 to 39 (parents) and 50+ (grandparents); drivers for children ages 5 to 8 (less than 4' 9" in height); emphasis on residents in rural areas and on people in lower income brackets

Lifestyle and social characteristics that lead to problem behavior

- Economic constraints
- Booster seat not needed for "short trips"
- General indifference to safety; correlation between adult driver not wearing safety belt and child passenger(s) being unrestrained/improperly restrained
- Perception that a regular safety belt is sufficient
- Extra passengers in vehicle, limiting available space for the booster seat
- Child knows how to "escape" from seat
- Child complaints (especially regarding comfort and/or not wanting to have to be "in a baby seat")

Selected media and lifestyle preferences

- Highly attentive and interested in information, topics, how-to's and tips on raising children
- Children at this age are active in organized sports, recreational activities, scout groups, performing arts, etc. Parents are responsible for transportation to/from activities.

What we should say or show about booster seat nonuse that would change behavior

For parents/grandparents/adult drivers:

- Threat of having to pay a fine
- Threat of accident/injury caused by "the other driver"
- Reward or incentive program for using booster seat
- Peer pressure and promotion, including promotion of belt use by admired celebrities (but only if they have relevant stories to tell) and/or real victims
- Possibility of child's loss of quality of life, educational advancement or future job skills due to injury in an accident

The National Enforcement Mobilization

The cornerstone of our national communications program is the national “Click It or Ticket” enforcement mobilization during the May/Memorial Day period supported by paid national media advertising and national earned media activities.

While specific launch details for the 2008 mobilization are still to be determined, it will closely resemble the activities surrounding the 2007 national “Click It or Ticket” mobilization, in which state and local law enforcement agencies across the country mobilized in late May through Memorial Day for a two-week enforcement blitz targeting individuals who are not wearing their seat belts. The mobilization is supported by a two-week paid media advertising campaign to create widespread awareness of the enforcement effort.

2008 National Mobilization “Click It or Ticket”

Earned Media Period: 5/5- 6/12

Advertising Paid Media: 5/12 – 5/26

Enforcement Period: 5/19 – 6/1

As noted above, the primary target audience for the mobilization period is men ages 16 to 34, skewed towards young men who drive pickup trucks. In addition, for this campaign, newly arrived male Latino immigrants and African-American men are considered secondary and tertiary targets respectively. Assessments of past mobilization efforts have shown that targeting these high-risk demographic groups with paid-media buys for enforcement campaigns has resulted in increased seat belt use among these targets.

For reference, a summary of the 2007 “Click It or Ticket” National Paid Media Plan is included in the Appendix of this plan under Exhibit 2, page 51.

Bridging the Mobilizations

Our efforts for 2008 will also feature additional calendar-specific marketing events that help us deliver our core occupant protection messages. These calendar-specific marketing events are outlined in more detail beginning on page 34.

Over the course of the year, specific events and messages will address a number of different target-audience segments. For seat belts, five segments will be targeted: 16- to 34-year-old rural males who drive pickup trucks, teens, tweens, Hispanics and African-Americans. For child passenger safety emphasis, two additional segments will be targeted: parents and grandparents of infants and toddlers, and parents and grandparents of children old/large enough for booster seats.

OCCUPANT PROTECTION

Core Campaign Messages

Throughout these activities, we will utilize several different creative tag lines to promote our core occupant protection messages to different audiences.

PLATFORM	RATIONALE	AUDIENCE	TAG LINE
Enforcement/Criminal Justice	Anchored in enforcement efforts and should only be used during mobilizations. Communicates a strong, straightforward message: If you don't wear a safety belt, you will get a ticket, no second chances, no excuses. If used without a mobilization, this message could become diluted, especially in states with only secondary safety belt laws.	Males, ages 16-34	"Click It or Ticket"
Social norming	Soft-sell message that does not mention enforcement. Includes both safety belts and child passenger safety seats, so it has more of a family focus. Also has a "road trip" emphasis, telling the audience to buckle up every time, regardless of how short the trip may be.	Families (males and females ages 25-54)	Buckle Up America. Every Trip. Every Time.
Social norming	This breaks down how children move through the various safety seat stages into four segments, making it easy to digest and remember: infant, toddler, booster and safety belt. By following these steps, parents can help keep their children from injury or death.	Families with children ages birth to eight.	"4-Steps for Kids"
Social norming	This is designed to educate parents of young children who have outgrown their toddler seat that a booster seat is a lifesaving transition to an adult seat belt.	Parents of children ages 4-8	"If They're Under 4'9", They Need A Booster Seat"

Detailed event planners or tool kits will be made available to our many partners in both English and Spanish on www.TrafficSafetyMarketing.gov and www.NHTSA.gov. Creative for collateral materials will be posted approximately three months before each event and earned media materials posted approximately two months prior to each event in order to give partners time to initiate their own planning activities.

In most cases, the planners will include both social norming and enforcement versions to help partners launch the most appropriate local promotions depending on the level of high-visibility enforcement planned in their communities.

The planners will include helpful research, information, strategy, targets and downloadable marketing tools to help our partners develop more effective communications activities coordinated with the national program. In many cases, the planners will offer nontraditional media ideas or idea starters for promotional activities.

Opportunities for corporate cause-related and sports marketing partnerships to provide promotional support for impaired driving initiatives with certain calendar events will also be considered. These promotional partnerships will be announced in the planners as appropriate.

OCCUPANT PROTECTION

Regional Demonstration Projects

NHTSA has also recently been working with several states on a series of regional demonstration projects to test varying messages and approaches in increasing seat belt use rates among pickup truck occupants, as well as all drivers and passengers in the nation's more rural areas.

More detailed information and sample planner materials from these regional demonstration projects can be found through the following web sites:

- "Buckle Up in Your Truck" – Southeast: www.pickupsafetybelt.com
- "Buckle Up in Your Truck" – Southwest: www.buckleupinyourtruck.com
- Rural Drivers/Passengers – Great Lakes: www.greatlakesproject.org

A Proposed Calendar of Year-Round Marketing Activities in Support of Seat Belts and Child Safety/Booster Seats

To reach out to and remain in regular, recurring contact with a targeted majority of America's part-time seat belt users and nonusers, as well as parents and grandparents of young children who need to be using child passenger safety seats and booster seats correctly, a variety of specific year-round event initiatives with proposed alliances and activities is outlined on the pages that follow.

These promotional ideas are offered only to support and assist state and local partners in developing their own unique promotional programs and activities.

It is our hope that our many marketing partners will review the themes and activities provided in this plan, as well as the ongoing series of planner resources made available throughout the year in both English and Spanish versions on www.TrafficSafetyMarketing.gov and www.NHTSA.gov, and then tailor these ideas and resources to fit their own unique marketing situations, objectives, and needs.

For instance, there may be some cases where a "nonenforcement" theme line is suggested around a particular holiday or event opportunity in this plan, but if a local community intends to include a high-visibility enforcement blitz as part of the event effort, then clearly the enforcement-driven theme line "Click It or Ticket" should be used.

OCCUPANT PROTECTION



March/April 2008

Calendar Event

New Campaign: Parents and Teens

Primary Purpose

To remind all parents of teenage drivers to establish and enforce all the “rules of the road” with their kids including seat belt use and other graduated drivers license (GDL) requirements.

Window of Opportunity

March 30 - April 6, 2008

Message of Emphasis

TBD

Primary Audience

Parents of Teenage Drivers

Potential Theme

TBD

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA

April 2008

Calendar Event

Motorcycle Awareness

Primary Purpose

To remind and educate motorcycle operators to always wear protective gear and to never operate their motorcycles when impaired.

Window of Opportunity

April 21 – May 2, 2008

Message of Emphasis

Share the Road with Motorcycles

Primary Audience

All motorists, motorcycle operators and their rider passengers

Event Theme

Share the Road with Motorcycles

Potential Planner Components

Unique collateral templates for:

- Handout card art
- Window static clings/bumper stickers
- Coaster/napkin art
- Poster art
- Point-of-purchase displays for sports bars and restaurants

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template from state highway safety/law enforcement official
- Letter to editor template
- PSA script template
- Sample print PSA

OCCUPANT PROTECTION



May/June 2008

Calendar Event

"Click It or Ticket" National Enforcement Mobilization

Primary Purpose

Maximum enforcement visibility and publicity about enforcement blitz

Window of Opportunity

May 12 – June 1, 2008

Messages of Emphasis

"Click It or Ticket"

Primary Audiences

All men, ages 18 to 34, with special emphasis on rural pickup truck drivers, Hispanics and African-Americans

Secondary Audience

Part-time belt users and their family members

Potential Theme

"Click It or Ticket"

Potential Planner Components

Unique collateral templates for:

- Handout card
- Static cling art
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template for endorsing mobilization
- Op-ed template
- Letter to editor template
- Radio PSA script template

SECTION HEADER



September 2008

Calendar Event

Child Passenger Safety Week

Primary Purpose

To promote and leverage National Child Passenger Safety Week and National Seat Check Sunday

Window of Opportunity

September 21-27, 2008

Messages of Emphasis

4-Steps for Kids
Booster Seats

Primary Audiences

All parents/caregivers of young children

Potential Theme

"Under 4'9"? Booster Every Time"
www.boosterseat.gov

Potential Planner Components

Unique collateral templates for:

- Handout card
- Poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Op-ed template
- Letter to editor template
- Radio PSA script template

November 2008

Calendar Event

Thanksgiving Weekend Travel

Primary Purpose

To use the holiday hype and the heavily traveled Thanksgiving weekend as a way to remind part-time belt users of the need to always wear their safety belts and to ensure that all of their passengers are always buckled up, every trip, every time.

Window of Opportunity

November 17-30, 2008

Messages of Emphasis

“Click It or Ticket”

“Buckle Up America. Every Trip. Every Time.”

Primary Audiences

Part-time belt users and their family members

Potential Theme

“Tighten Your Belt Before and After Thanksgiving Dinner. Buckle Up America. Every Trip. Every Time.”
“Click It or Ticket”

Potential Planner Components

Unique collateral templates for:

- Handout card
- In-store poster art

Customizable press materials for:

- Suggested talking points and fact sheet
- Basic news release
- Proclamation template
- Op-ed template
- Letter to editor template
- Radio PSA script template

NEW TOOLS FOR SPEEDING, YOUTH, AND OTHER CAMPAIGNS



During 2007 and again during 2008, NHTSA is pleased to be introducing several new campaigns to help national, state and local partners address some significant highway safety challenges that move beyond impaired driving and occupant protection.

One of the most significant contributing factors to traffic crashes, injuries and fatalities is the issue of speeding. During 2007, NHTSA introduced two new comprehensive campaigns to help state and local partners address this important issue with all motorists.

New Campaigns to Combat Speeding

Crash data since 1995 shows a continuous increase in the number of deaths and injuries attributed to speed. Despite advancements in vehicle safety and passenger protection, thousands of Americans die each year in speed-related crashes. In fact, during 2005, more than 13,000 lives were lost across America in speeding-related traffic crashes, and speeding was a contributing factor in 30 percent of all fatal crashes nationally.

NHTSA considers a crash to be speeding-related if the driver was charged with a speeding-related offense, or if the responding officer indicates the driver was driving too fast for the road conditions at the time or was exceeding the posted speed limit.

Speeding is usually defined as driving in excess of the posted speed limit or driving too fast for conditions. It can have dangerous consequences including:

- Reducing a driver's ability to negotiate curves or maneuver around obstacles in the roadway;
- Extending the distance traveled before a vehicle can stop;
- Increasing the distance a vehicle travels while the driver reacts to a hazard;
- Increasing the risk of crashes and injuries because other vehicles and pedestrians may not be able to judge distance correctly.

Nationally in 2005, 86 percent of all speeding-related traffic fatalities occurred on non-Interstate roadways — where the posted speed limits were 55 miles per hour or lower. Only 14 percent of the nation's speeding-related fatalities occurred on Interstate highways that year.

In 2005, speeding was a factor in 28 percent of all fatal crashes on dry roads, and in 33 percent of those occurring on wet roads. And in wintry conditions, the numbers were even worse — with speeding a factor in 51 percent of the fatal crashes when there was snow or slush on the road, and in 58 percent of the fatal crashes that occurred on icy roads.

Moreover, young males and motorcyclists are most often involved in speeding-related crashes.

Among all drivers involved in fatal crashes, young males are the most likely to have been found speeding at the time of the crash. In 2005, 38 percent of the males age 15-20 involved in fatal crashes were speeding at the time of the crash.

NEW TOOLS FOR SPEEDING, YOUTH, AND OTHER CAMPAIGNS



Speeding motorcyclists are also overrepresented in crashes. In 2005, 34 percent of all motorcyclists involved in fatal crashes were speeding, compared with 22 percent for passenger car drivers, 18 percent for light-truck drivers and 7 percent for large-truck drivers.

These reasons and more are why NHTSA was pleased to develop and introduce two new Speeding prevention campaigns during 2007.

One offers states unique new advertising and earned media materials in support of tough new law enforcement messaging: “Speeding. Obey the Sign or Pay the Fine.”

A second social norming campaign that can be used during nonenforcement periods helps remind all drivers and motorcyclists to “Stop Speeding Before Speeding Stops You.”

Both campaigns are posted and are available for state and local partner use at www.trafficsafetymarketing.com. Both campaigns feature new television and radio spots, collateral materials for posters and flyers, etc., as well as fill-in-the-blank earned media templates designed to help launch and support the campaigns.

Youth

During early 2008, a brand-new campaign to help state and local partners combat and address the rising fatality rates among teen drivers and their passengers will also be introduced.

More details will be released soon, but the new campaign, which State and local partners can incorporate into their year-round promotional calendars, will center around the need to remind the parents of teen drivers to take greater responsibility and oversight and to clearly establish the “rules of the road” for their teenage drivers.

The behavioral objective for the new campaign will integrate several messages important to teen drivers and their parents – including reminding teens to always buckle up, to never drive under the influence, to always obey speed limits, to limit the amount of late-night driving and to reduce the number of distractions and the number of passengers while driving.

As noted above, the biggest focus will be to challenge parents to become more familiar with and enforce their state’s Graduated Drivers’ License (GDL) laws, or to institute sensible and additional house rules beyond the state’s GDL laws as the families’ “rules of the road.”

New campaign materials should be available early in 2008 for State and local partners to use in advance of a late March and early April launch of this new campaign.

Other Campaigns

In addition, NHTSA is continuously looking at and exploring additional campaigns that can help address the major issues contributing to crashes, injuries and fatalities. State and local partners will be asked for input as such new campaigns begin development, and will be kept up to date as such new campaigns begin to emerge.

NHTSA 2008 Communications Calendar

January 08	February 08	March 08	April 08	May 08	June 08
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
July 08	August 08	September 08	October 08	November 08	December 08
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January 28 - February 4, 2008

Super Bowl Sunday

IMPAIRED DRIVING

Primary Message: Fans Don't Let Fans Drive Drunk

March 10 - 17, 2008

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

March 30 - April 6, 2008

Teens

Message: TBD

April 21 - May 2, 2008

Motorcycle Awareness

OCCUPANT PROTECTION

Message: Share the Road with Motorcycles

May 12 - June 1, 2008

"Click It or Ticket"

National Enforcement Mobilization

(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

OCCUPANT PROTECTION

Message: Click It or Ticket

June 22 - July 6, 2008

Fourth of July

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Secondary Message: Buzzed Driving Is Drunk Driving

August 13 - September 1, 2008

Impaired Driving

National Enforcement Crackdown

(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

IMPAIRED DRIVING

Message: Drunk Driving. Over the Limit. Under Arrest.

September 21 - 27, 2008

CPS Week

OCCUPANT PROTECTION

Primary Message: 4 Steps for Kids

Secondary Message: Booster Seats

October 24 - 31, 2008

Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

November 17 - 30, 2008

Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

Secondary Message: Click It or Ticket

November 30 - December 12, 2008

Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

December 13-31, 2008

Holiday Season

(Dates include Media Buy and Enforcement. Note that media buy dates are highlighted.)

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Other Communications Support

Buckle Up in Your Truck

Rural Occupant Protection

Speed

Youth Advertising

Nighttime

Note: Calendar dates and themes are subject to change.

For more information, visit www.TrafficSafetyMarketing.gov



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EXHIBIT 1

2007 3rd Quarter HVE Impaired Driving Crackdown – *Drunk Driving. Over the Limit. Under Arrest.*

I. Flight Dates

- A. **Advertising Campaign (Paid Media):** In order to include three weekends of advertising activity, but stay within the 15-day campaign length and skew towards the end of the week when more impaired driving occurs, traditional media weight was flighted as follows:

On-air: Wednesday 8/15/07 – Sunday 8/19/07 (5 days)

Hiatus: Monday 8/20/07-Tuesday 8/21/07 (2 days)

On-air: Wednesday 8/22/07 – Sunday 8/26/07 (5 days)

Hiatus: Monday 8/27/07-Tuesday 8/28/07 (2 days)

On-air: Wednesday 8/29/07 – Sunday 9/2/07 (5 days)

- B. **Enforcement Crackdown Period:** August 15 - September 3

II. Budget

Network/National budget allocation = \$11,000,000.

III. Campaign Geography

The \$11MM budget was allocated for national advertising only.

IV. Media Buying Target Demographic

- A. The primary target audience was broken out into two profiles:

1. **Risk Taker** — Men 21-29, single, with no children (Rick)

This young man drinks to unwind and relax. He feels he is invincible; is highly competitive and a career driven workaholic.

2. **Blue Collar** — Men 25-34, with a low disposable income (Bob)

This young man frequents the same places and interacts with the same people that he did as a teenager. He has a low disposable income and has a lower level of education.

B. Secondary Audiences

In addition to the primary audiences described above, we also targeted the following secondary audiences:

- Newly-arrived Latino immigrants—men 21-34 who speak primarily Spanish and are unaware of the impaired driving laws and blood alcohol content (BAC) levels.
- College Youth

APPENDIX

V. Media Strategy

The following media were considered for use in the 2007 HVE Impaired Driving Campaign:

Network television	Alternative	Network Radio
Broadcast	Video Games	Broadcast
Cable	On-line	On-line
	Mobile	Satellite

Network broadcast and cable television served as the primary mediums to deliver the *Drunk Driving. Over the Limit. Under Arrest.* campaign message nationally. Network radio was used as a secondary medium to build additional reach plus message frequency against our target audiences. Alternative media (web site, video games, etc.) was used a bit more aggressively in 2007, but still served as a tertiary medium.

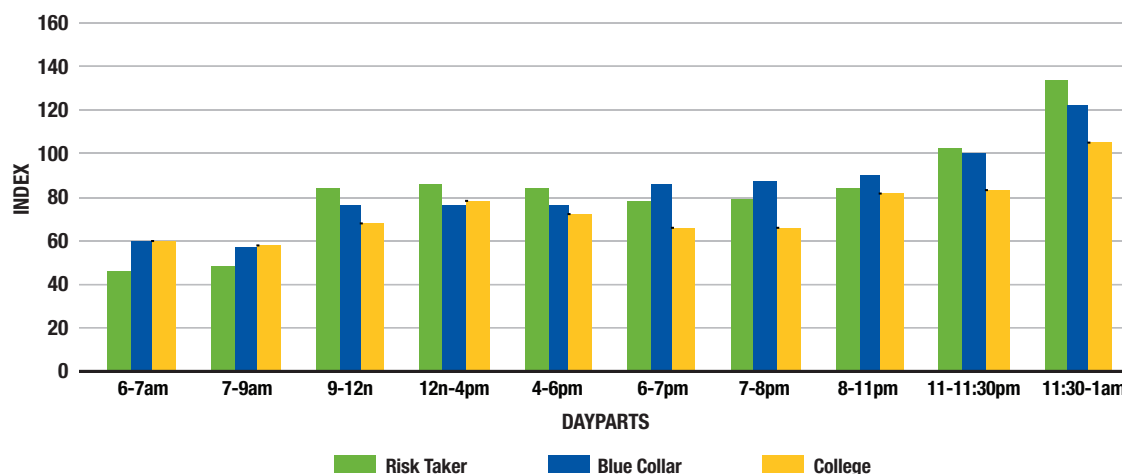
Broadcast TV Strategy

Using the broadcast networks to build reach continued in 2007, but was concentrated more towards the FOX and CW networks. The networks of ABC, CBS and NBC were used if their programming options were competitive with those of FOX and CW. As with the “Click It or Ticket” campaign NBC was the only network with competitive pricing for our young male target.

In terms of dayparts, we continued to focus primarily on Prime, Late Night and Sports. The chart below details that the daypart that performs over a 100 index for all three targets is Late Night. Though Prime, as a whole, does not index over 100 many prime time programs do.

Despite the erosion of male 18-34 viewership from broadcast and cable television, they remain a viable medium and are still the best medium to reach men 18-34. Men 21-34 spend more than seven hours daily consuming media, and TV makes up the biggest part of their media diet with 3 hours, 13 minutes or 41%. Radio accounts for 30%, while using home computer and video games still account for 11%.

Index of TV Usage by Daypart



Source: MRI 2006 Doublebase

APPENDIX



The following indicates performance of representative programming by daypart that further illustrates that Prime and Late Night offers programming that reaches our three target groups.

Programming	Risk Taker	Blue Collar	College
AM News			
Today Show	50	41	86
Daytime			
Bold & Beautiful	32	20	69
General Hospital	31	44	71
News			
NBC Nightly News	48	41	61
CBS Evening News	52	64	59
Prime			
Cops	131	196	97
Smallville	154	159	110
Simpsons	235	191	161
Late Night			
SNL	145	107	127
Conan O'Brien	249	174	200
Sports			
NASCAR	113	112	81
MLB	117	106	91
Pro Wrestling	194	201	103

Cable Television Strategy

Cable TV offers several networks that performed well against our targets, and helped build frequency off of the base of reach established by the broadcast networks. Cable networks also offered us more of an opportunity to reach college students whose use of broadcast television is lower than that for the "Risk Taker" and "Blue Collar" targets. Some of the top performing networks for our targets are listed below:

Network	Rick Index	Bob Index	College Youth Index
Cartoon Network	159	117	150
Comedy Central	207	124	162
ESPN	160	109	112
FX	162	104	139
G4	312	230	209
MTV	270	158	233
Speed Channel	167	115	86
Spike TV	210	143	133

Source: MRI 2006 Doublebase

APPENDIX

Network Radio Strategy

Radio will serve as a secondary medium to increase our reach while generating higher levels of frequency. Radio's "Prime Time" is during the day, while television's Prime is at night and is the number one medium of choice Monday – Friday, 6A-6P, so it was an excellent complement to nighttime broadcast and cable TV.

Radio formats that index high for our three targets are:

Network	Rick Index	Bob Index	College Youth Index
AC	96	95	137
Alternative	252	132	214
CHR	186	142	204
Classic Hits	135	100	113
Classic Rock	159	123	119
Rock	229	117	167
Urban	200	158	173

Source: MRI 2006 Doublebase

Recency

Radio also provides recency, the opportunity to place an advertising message in the "window of purchasing opportunity."

Recency planning starts with the idea that when is more important than how many. Advertising's job is to influence the purchase. Media planning's job is to place the message in that "window."

Radio is the number one medium prior to the making the largest purchase of the day. Sixty-three (63%) percent of listeners listen to the radio within one hour before their purchase.

To apply the theory of recency and react to alcohol-related driving fatalities occurring toward the end of the week and evenings, we scheduled our media weight, as much as possible, to lead into the high-risk time of week and time of day.

In order to reach the young, newly-arrived Latinos we will again use Spanish language networks such as Univision, as well as radio Capsulas, Calling Cards, on-line and mobile marketing.

Alternative Media Strategy

Video Games

Characteristics

- Immersive and interactive advertising
- Involved user
- Scalability
- Effective reach and real "touch points"
- Timed broadcast ability to match campaign flight

APPENDIX

Strategies

Games to be considered by category are:

Multiplayer On-line Roll Playing Game

- Anarchy On-line
- Entropia Universe
- Planetside
- Matrix On-line

First Person Shooter

- Renegade Paintball
- Ghost Recon
- Rainbow Six
- Splinter Cell

Racing

- Trackmania United
- Toca Race Car Driver
- Need for Speed

Sports

- MLB2K7
- Pro Stroke World Tour Golf
- Tony Hawk AW

Action/Adventure

- Def Jam Icon
- Crackdown

On-line

Our primary audiences of “Rick”, “Bob” and “College Youth” have access to the Internet at home, and other places as well, at a level making the medium a primary advertising vehicle.

	Rick	Bob	College Youth
Access to Internet	%	%	%
At home	64	43	84
Any Access	84	68	98

.Com Advertising

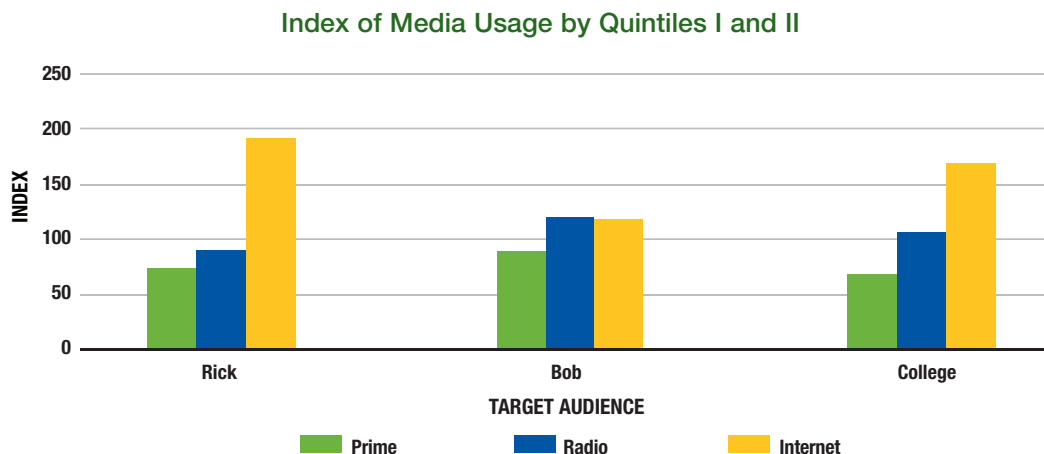
- 57MM men 18-34 have access to the Internet
- Men 18-34 tend to view the Internet as an entertainment vehicle vs. a utilitarian vehicle
- Spend an average of 32 hours on-line per month
- Consume 3,370 pages/month – 27% more than the average Internet user
- Highest share of visits by category – Gaming

Source: MRI 2006 Upfront

APPENDIX

Internet Search

When we looked at Internet usage by three of our target audiences (Rick, Bob and College Youth) based on quintiles, we saw the strength of the Internet. The chart on the following page details the two heaviest usage quintiles for Prime Time television, radio and the Internet. Though we know that Prime and radio perform well against our target audiences when bought selectively, the Internet, as a whole, indexes very high.



We continued to partner with the television networks and to use their web sites to extend the reach and frequency of the campaign. Network sites to be considered are ABC.com, ESPN.com, FOX.com, NBC.com, NASCAR.com and CW.com. We will also consider continuing to use IGN.com, the gaming site with a very strong male 18-34 appeal.

Wireless

Over 28 million men 18 to 34 years old own a cell phone. Young men use their phones for more than just voice transmission.

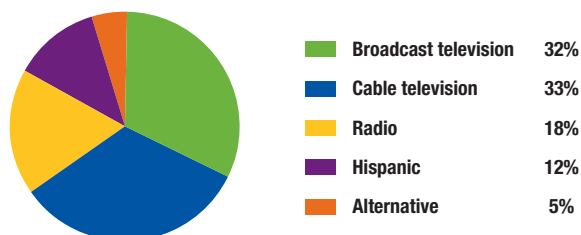
	Rick	Bob	College Youth
Has a cell phone	112	95	122
Camera Phone	164	104	170
Games	141	106	150
PDA Combo	159	91	166
Web Enabled	160	119	182
Text Messaging	138	99	156

Source: MRI 2006 Upfront

- The ESPN Wireless service reaches 500,000 unique users per day
- 5MM+ unique users per month
- 500MM+ page views per month
- The Weather Channel Mobile reaches 6.9MM unique visitors monthly
- Male users – 58%
- Adult 18-34 users – 31%

VI. Media Dollar Allocation

Dollars were allocated as close to as follows in order to achieve the communication goals for our “Rick”, “Bob”, “College Youth” and Hispanic targets:



Note that our use of broadcast network television continues to decline as we focus on the stronger performing networks for reaching young men, and increase our use of cable and alternative mediums.

This allocation was projected to deliver the following reach & frequency by measured medium against men 18-34:

Medium	% Reach	Average Frequency	Total GRPs
Television	82	6.7	549
Radio	35	22.9	795
Total	88	15.2	1344
Reach @ 8+ = 42%			

VII. Support Activities

A. Earned Media

1. *A Drunk Driving. Over the Limit. Under Arrest.* crackdown launch event was planned and executed on August 20. Planning for the event including participating in all team conference calls; working with NHTSA headquarters and regional office staff to scout and select potential event sites; preparation of talking points; coordination of partners and speakers; pitching DC-area and national media to turn out and cover the event; logistical and day-of-event arrangements such as staging, audiovisual, catering and staffing; on-site coordination between NHTSA staff and local Arlington County Sheriff's office staff, etc.
2. A national Bites & B-Roll (BBR) was approved and distributed following the press event on August 20. The BBR was re-fed on August 30th to include a bite from Secretary of Transportation, Mary Peters. The August BBR generated 676 airings on 293 stations in 150 national media markets, ultimately reaching more than 29 million viewers.
3. Several radio interviews were set up and coordinated for NHTSA Administrator Nicole Nason.
4. Nearly 1,000 local and national news clips were captured during the crackdown.

B. Planner Materials

1. During the crackdown, earned media planner materials were produced for state and alliance partners. The materials were posted on the stopimpaireddriving.org and included a fill-in-the-blank news release, opinion editorial, letter to the editor and talking points/fact sheet.
2. Posters and print ads promoting the *Drunk Driving. Over the Limit. Under Arrest.* message were also produced and posted on the stopimpaireddriving.org web site.

EXHIBIT 2

2007 Occupant Protection Enforcement Mobilization Campaign – “Click It or Ticket”

I. Flight Dates

- A. Advertising Campaign (Paid Media): May 14-28
- B. Enforcement Mobilization Period: May 21 - June 3

II. Media Budget

- A. National (Network): \$10,000,000

III. Campaign Geography

This campaign ran nationally and provided media exposure to all markets nationwide

IV. Media Buying Target Demographic

A. Primary Segment

- White males, 18 to 34 years of age
- Largest demographic that does not wear safety belts
- Of those who drive pickup trucks, safety belt use remains lower than drivers of other vehicle types
- Media and Lifestyle Preferences
 - TV: Late Night, Sports, Comedy Central, ESPN, Spike TV
 - Radio: Alternative, Classic Rock, Sports
 - Lifestyle: Attend rock concerts and sporting events, heavy users of the Internet, play video games.

B. Secondary Segment – Raise awareness and influence segment to always wear a safety belt

- Newly arrived immigrant Latino males, 18 to 34 years of age
- Hispanic drivers have lower safety belt use rates than non-Hispanic whites, and higher fatality rates
- Media & Lifestyle Preferences
 - TV: Strong preference for Spanish language media—Univision, Telemundo, Telefutura, etc.
 - Lifestyle: Enjoy Latin music (listening and dancing), soccer (futbol) and boxing. Heavy users of the Internet on Latino sites only.

C. Tertiary Segment – Sustain general use increases while mainly influencing young males to always use a safety belt

- African-American males, 18 to 34 years of age
- One out of every four African-Americans still do not buckle up on every trip
- Media & Lifestyle Preferences
 - TV: Late Night, Music, UPN, BET, Cartoon Network
 - Radio: Alternative, CHR, Rock and Urban
 - Lifestyle: Watch NBA, attend rock concerts, go to nightclubs, play video games

In addition to our traditional male 18 to 34 year old target the target audience was expanded to include male teens 15 to 17 years old.

APPENDIX



2005 Passenger Vehicle Occupant Fatalities

Males 15-17 vs. Men 18-34

- A. 3.64% of the total fatalities in 2005 were Males 15-17; while Men 18-34 made up 27.6%
- B. 59.58% of the total fatalities in M15-17 were unrestrained and 32.9% were restrained
- C. In M18-34, 63.08% of fatalities were unrestrained and 28.76% of fatalities were restrained
- D. Unrestrained fatalities in rural areas made up 62.11% of the total fatalities in M15-17
- E. Unrestrained fatalities in urban areas made up 34.07 % of the total fatalities in M15-17
- F. Unrestrained fatalities in rural areas made up 61.68% of the total fatalities in M18-34
- G. Unrestrained fatalities in urban areas made up 34.48% of the total fatalities in M18-34
- H. 3.82% in M15-17 and 3.84% in M18-34 were in unknown areas

Source: NHTSA

V. Media Strategy

Media Background

In order to establish the level of priority for each target demographic we'll compare total fatalities as a percent of the population vs. each target group's percent of the population, and create an index.

% of Population M15-17	% of Fatalities M15-17	Index	% of Population M18-34	% of Fatalities M18-34	Index
2.95	3.64	123	11.17	27.6	247

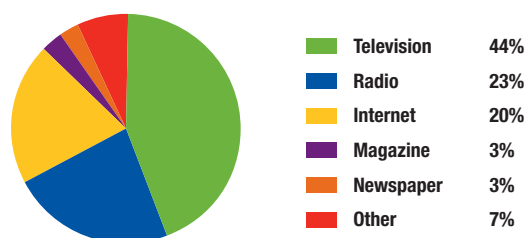
Based on this information Men 18-34 represent a greater number of fatalities by a 2 to 1 ratio based on index. The chart below indicates how teens will be reached based on our buys targeted to M18-34. As you will see all networks perform at a level for Teens that is greater than 50% of the M18-34 GRP level. Networks such as Comedy Central, MTV and Adult Swim perform at levels more than 100% of the M18-34 target.

With this representative group of television and radio networks teen delivery will be 84% of the M18-34 delivery.

Network	M18-34 GRPs	MTeens GRPs	% Teens vs. M18-34
NBC	24	15	63
FOX	33	24	73
ABC Sports	18	13	72
Comedy Central	46	65	141
ESPN	25	17	68
MTV	14	27	193
TNT	21	13	62
Adult Swim	21	45	214
Total TV	202	219	108
Westwood One Radio	236	148	63
	438	367	84

Teens spend time with many mediums, but television (44%), radio (23%) and the Internet (20%) represent 87% of their media consumption time spent weekly.

Index of Media Usage by Quintiles I and II

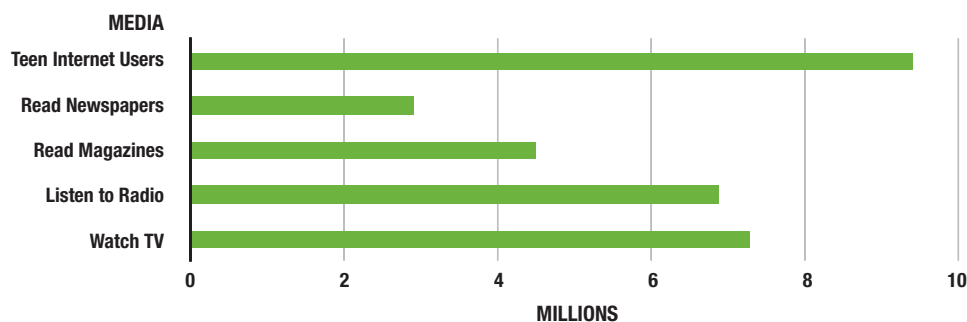


Source: Yahoo, Inc. 2006

An interesting study by comScore indicates that teens often use other media types while on-line. The chart below indicates that 7.3 million teens, or 78%, watch television while on-line, and that 6.9 million teens, or 73%, listen to the radio while on-line. Many teens also read magazines and the newspaper while on-line as well.

Internet usage becomes the common thread when looking at teen's media consumption habits.

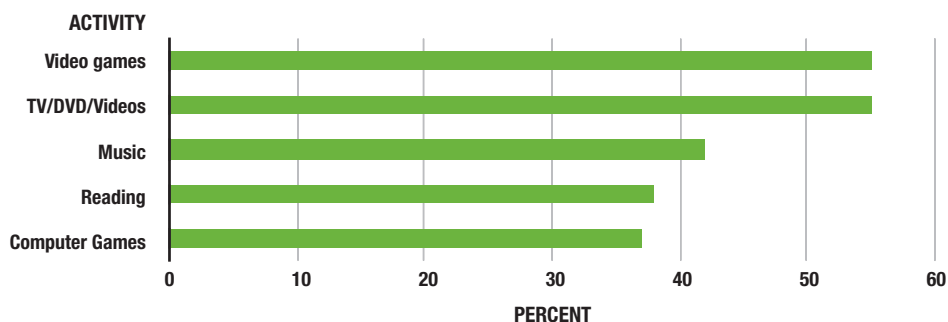
U.S. Teen Internet Users Who Use Other Media While Going On-line



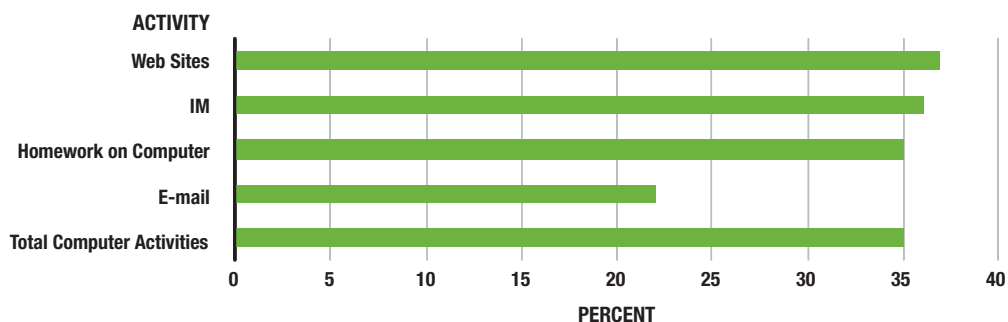
APPENDIX

Well executed ads are going to be noticed more where this target's concentration lies. As this next chart details, teens are a heavily "connected" group.

Percent of Total Time Spent on Select Activities During Which U.S. Children and Teens Focus Solely on That Activity



Percent of Total Time Spent on Select Activities During Which U.S. Children and Teens Focus Solely on That Activity



To this target, E-mail, IM, cell phones and the Internet are integral parts of their daily lives. They haven't known a world without such conveniences.

APPENDIX



Television Strategy

The strategy of using broadcast television to build reach supported by radio and cable television to build frequency remained our strategy to affect behavioral change of men 18-34 as well male teens 15-17.

Significantly shifting dollars to reach the male teen audience was not necessary as our M18-34 buy actually over-delivers the male teen audience. Also, we did not shift dollars away from the more expensive broadcast networks to cable and alternative sources because it would have under-delivered the male teen in rural areas. This strategy would have also under-delivered the male 18-34 target in rural areas as well since cable and Internet usage index below 100 in rural areas for this target.

Some shifting of dollars was explored in order to use networks such as Fuel and G4 Tech TV where the execution was 100% teen. We also considered on-line opportunities via portals such as Yahoo within teen oriented areas.

The top rated broadcast networks, season-to-date overall, for reaching M18-34 and M12-17 are detailed below. Though networks such as CW have an overall lower rating for teens and young men vs. other networks, it does have many programs skewed to these targets.

Network	Rank	M18-34 Rating
FOX	# 1	3.2
NBC	# 2	2.7
CBS	# 3	2.1
ABC	# 3	2.0
CW	# 4	1.1

Source: NTI 9/18/06-1/24/07, Total prime, Live + SD via FOX

Network	Rank	M12-17 Rating
FOX	# 1	2.6
NBC	# 2	1.6
CBS	# 3	1.5
ABC	# 4	1.5
CW	# 5	1.3

Source: NTI 9/18/06-1/24/07, Total prime, Live + SD via FOX

The top rated cable networks, season-to-date, for reaching M18-34 and M12-17 are:

Network	Rank	M18-34 Rating
Comedy	# 1	0.7
TBS	# 2	0.6
FX	# 2	0.6
USA	# 4	0.5
TNT	# 5	0.5

Source: NTI 9/18/06-1/24/07, Total prime, Live + SD via FOX

Network	Rank	M12-17 Rating
Toon	# 1	1.2
Comedy	# 2	0.9
Nick @ Nite	# 3	0.9
MTV	# 4	0.8
TBS	# 5	0.5

Source: NTI 9/18/06-1/24/07, Total prime, Live + SD via FOX

Network Radio Strategy

We included radio as our second medium to increase our reach of men 18-34, but even more importantly, to increase our frequency towards this target. We focused our spot placement in Morning Drive (5:30am - 10:00am), and Afternoon Drive (3:00pm - 7:00pm). These are traditionally the highest listening periods throughout the day for our target audience.

We again focused on national radio networks and programs such as:

- Westwood One
- Premiere Radio Networks
- Jones Media America
- ABC Radio Networks
- John Boy & Billy

Alternative Media Strategy

Video Games Advertising

- **More than 70% of men 18 – 34 have become video game players**
- **The average age of a gamer is 29**
- **90% of gamers do not mind in-game advertising in their games – if fact they prefer it**
- **Gender of game players – 55% male/45% female**
- **Time spent gaming – 6.8 hours/week**
- **Men 18-34 spend an average of 41.7 hours playing a game they last purchased**
- **Benefits of dynamic advertising:**
 - **Flexible Timing – Advertising just during the two-week flight**
 - **Large Audience – Reach a large aggregated audience of young men across multiple game titles**
 - **Guaranteed Ad Exposure – The ad is always there, not during a commercial break as in broadcast**
 - **Involved Users and True Interactivity – Gamers are intensely focused on video games when they are playing them**

Source: Massive Inc./MRI 2006 Double Base

.Com Advertising

Key Usage Statistics

Men Aged 18-34

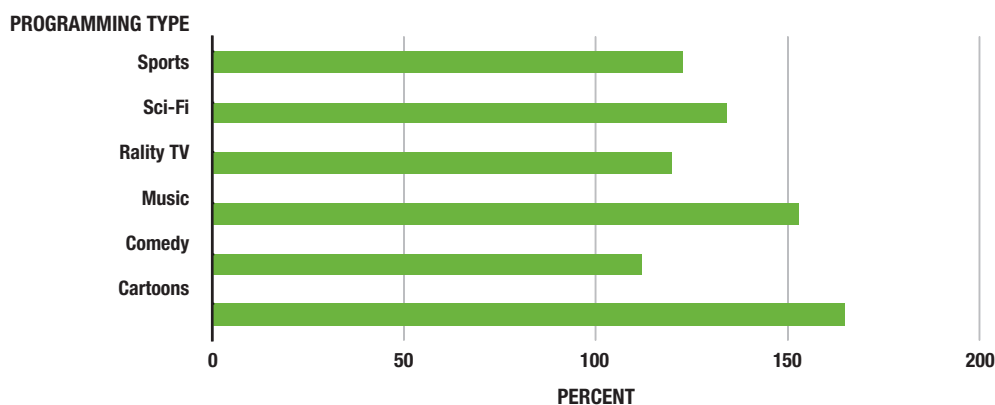
- **18-34 year olds make up a little over a third (34.1%) of the total on-line population, a much larger composition of the on-line population compared to their U.S. population representation (24.4%)**
- **76% of 18-34 year old males have internet access. Males 18-34 account for 40.7% of total minutes spent on-line and 42.1% of total page views on-line**
- **59% consider the Internet to be the most important entertainment source at home**
- **Highest share of visits by category – Gaming**

Source: comScore Media Matrix & MRI 2006 Doublebase

APPENDIX

When we look at the kind of television programming that M18-34 who are also users of the Internet view, we find that the programming we have traditionally used is what they are watching. This serves to increase our frequency.

Programming Type Watched by On-line Users – M18-34



Source: @ Plan 2006

VI. Creative Units

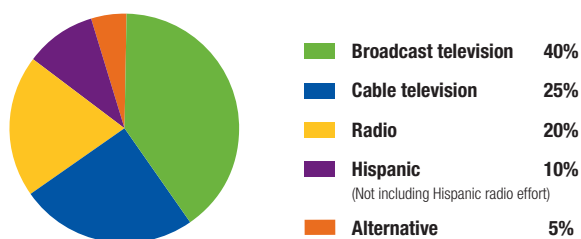
Added to the :30 TV and radio executions will be separate :30 TV and radio commercials directed to the male teen target.

Teen creative will be allocated to television programming reaching the male teen target at a rating that is greater than 50% of the M18-34 rating. On cable networks such as MTV and Comedy Central where programming rotators are used along with specific programs the Teen creative will be scheduled as a percent of the overall execution. For example, on MTV the traffic rotation may be 33% teen unit and 67% the M18-34 unit.

Overall, teen delivery should not exceed 60% of the M18-34 delivery since the M18-34 target remains the primary target. Based on 100 GRPs this would equate to 62 M18-34 GRPs and 38M teen GRPs.

VII. Media Dollar Allocation

Media dollars were allocated as close to as follows in order to achieve the communication goals.



Plan Reach & Frequency Performance

Medium/Daypart	Reach %	Average Frequency	Effective Reach % at 8+
Prime	49	2.6	
Late Night	20	1.6	
Sports	32	2.7	
Cable	48	3.4	
Total TV	77	5.3	18
Radio	35	20.3	17
Total TV/Radio	85	13.1	34

VIII. Support Activities

A. Earned Media

1. A national launch event was planned and executed on May 16. Planning for the event including participating in all team conference calls; working with NHTSA headquarters and regional office staff to scout and select potential event sites; preparation of talking points; coordination of partners and speakers; pitching DC-area and national media to turn out and cover the event; logistical and day-of-event arrangements such as staging, audiovisual, catering and staffing; on-site coordination between NHTSA staff, D.C. Metropolitan Police Department and the National Park Service.
2. A national Bites & B-Roll (BBR) was approved and distributed and full English and Spanish versions were distributed on May 16. Additionally, after obtaining footage of an interview with New Jersey Governor Jon Corzine a refed of the BBR with this coverage was distributed on Friday, May 24.

The BBR generated 1,566 airings on 550 stations in 196 media markets, ultimately reaching more than 53 million viewers.

3. More than 1800 national and local press clips were generated and captured during the “Click It or Ticket” May crackdown.

B. Planner Materials

1. During the crackdown, earned media planner materials were produced for state and alliance partners. The materials included a fill-in-the-blank news release, opinion editorial, letter to the editor and talking points/fact sheet.
2. In addition to the existing materials from 2006 the following new teen-focused planner materials were developed for the 2007 campaign:
 - Teen Belt—Purse
 - Teen Belt—High Heel
 - Teen Belt—mp3 Player
 - Teen Belt—Cell Phone
 - Teen Belt—Surfer. Artist. Lawbreaker.
 - Teen Belt—Singer. Daughter. Lawbreaker.
 - Teen Belt—Skateboarder. Blues fan. Lawbreaker.